

Message Text

UNCLASSIFIED

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TO USDOC WASHDC

INFO SECSTATE WASHDC 2049

AMEMBASSY MOSCOW

AMEMBASSY VIENNA

UNCLAS WARSAW 6689

COMMERCE PASS BEWT/TPD

MOSCOW PASS COMMOFF

VIENNA PASS EWTC

1. THE DUTCH REPRESENTATIVE OF POLAROID, DR MANFRED HEITING, ACCOMPANIED BY MR ALAN PORTER, EDITOR OF CAMERA MAGAZINE, PRESENTED ON OCTOBER 15 A ONE-DAY TECHNICAL SALES SEMINAR AT THE USTDC. THE EVENT WAS AIMED AT INCREASING POLAROID'S SALES PROMOTION ACTIVITIES IN POLAND.

2. ALTHOUGH THE SEMINAR DEALT GENERALLY WITH POLAROID'S COLOR PROCESSING TECHNIQUES, PARTICULAR EMPHASIS WAS PLACED ON THE NEW MODEL SX 70 CAMERA. POLAROID RECEIVED SEVERAL SERIOUS INQUIRIES REGARDING POSSIBLE SALES TO POLAND OF THE SX 70 CAMERA AND OTHER POLAROID PRODUCTS.

3. DR HEITING WAS PLEASED WITH THE USTDC'S COORDINATION AND ASSISTANCE.
DAVIES

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NNN

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